SWIM

BUILDING SMARTER TRAFFIC

Intelligent Transportation Systems (ITS) can help a city or region reduce traffic congestion and minimize infrastructure management costs. However, the flood of data from connected sensors overwhelms most architectures. ITS deployments require a solution that integrates with existing hardware, reduces data at the edge, and delivers high value data streams to city managers, relevant municipal systems, and third-party developers.

TRAFFIC PROBLEMS AHEAD

77%

of Americans drive themselves to work every day.

*USDOT

6.9B

total hours of delay experienced by US commuters in 2014.

*USDOT

*There are **4,114** connected traffic signals, with **18,000** deployed sensors, in Los Angeles, CA.*

*Forbes

311K

total number of signalized traffic intersections in the US.

*FHWA

62%

increase in average daily commute times for US drivers since 1990.

*USDOT

*The United States has the largest regional market for ITS, accounting for **40%** of global revenue generated.*

*Global Industry Analysts

THE ECONOMICS OF TRAFFIC

Urban highway congestion cost the economy **$160 billion** in 2014. Highway traffic congestion levels have increased over the past 30 years in all urban areas, from the largest to the smallest.

*USDOT

Travel times **fall by 15%** near intersections with connected signals and motorists make **20% to 30% fewer stops**, massive improvements for a cost of about **$150,000 per intersection**.

*Forbes

2,147,840,000,000 cumulative highway miles were driven by passenger vehicles in the US in 2015.

*USDOT

54% of government traffic officials said their department has developed a regional or agency-specific ITS architecture.

63% of state governments have an ITS strategy in place.

71% said their agency implemented an ITS plan primarily to reduce congestion and traffic delays.

*ITSA

The global market for Intelligent Transportation Systems was worth **$18.5B** in 2015.

*Global Industry Analysts

Learn how Swim ESP™ can boost your Intelligent Transportation Systems with Machine Learning at www.swim-iot.com.

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